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Time-saving and Money Cost of Ready-to-Serve Foods

Home economists in the U. S. Department of Agriculture have arrived at some facts on an oft-quoted question: How much time does a homemaker save, and how much more do meals cost, when she stocks her market basket with baked goods, canned and frozen items, and other foods partly or wholly ready to serve?

In a test by the Bureau of Human Nutrition and Home Economics, it took only one-fourth the time to prepare two sets of menus using ready-to-serve foods, compared with preparing the same menus using foods bought raw, separate ingredients for baking, and other items with a minimum amount of commercial processing.

Meals from the ready-to-serve foods cost about one-third more, it was found, when costs of the food and fuel for cooking were compared. The saving in time was large compared with the added cost, it was concluded.

Results of this first, very limited attempt to measure the influence of commercial processing of food on modern homemaking were reported October 29 before home management specialists of the Extension Service attending the USDA's annual Agricultural Outlook Conference.

The USDA home economists said that, when their sample menus were prepared using ready-to-serve items, a day's food for four people cost \$6.70 at chain store prices in Washington, D. C. When the same menus used partially-prepared foods, 90 cents was saved; and when the cook did all possible work for herself, \$1.80 was saved.

However, the completely home-prepared meals for a day took more than five hours of work compared with about three hours when partially-prepared foods were used, and about an hour and a half with ready-to-serve foods.

Both time and money are vital in the home management job, said the Bureau's home economists, discussing the test. However, there is considerable difference among families as to

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Dr. Frederick J. Stare, Noted Nutritionist, To Speak at General Session of 1954 N.C.A. Convention

Dr. Frederick J. Stare, Professor of Nutrition, Schools of Medicine and Public Health, Harvard University, will speak at the opening General Session of the N.C.A. Convention at Atlantic City, January 23, on the same program with Mrs. Oveta Culp Hobby, Secretary of the Department of Health, Education, and Welfare.

1954 Outlook for Consumption and Prices of Processed Foods

Processed fruits and vegetables of all kinds (canned, frozen, and dried) are expected to total 7.62 million tons in 1953, according to latest estimates of the Bureau of Agricultural Economics published in *The National Food Situation*.

This tonnage will be about 1 1/2 percent less than the 1952 production of these foods and about 7 percent less than the 1951 tonnage.

The largest percentage increase in production over last year is expected for canned baby foods—up 17 percent. Production of frozen fruit and frozen vegetables this year is expected to be up 9 percent. Canned fruits will be up 4 percent, but production of canned fruit juices and canned vegetables in 1953 is down.

The relative volume of production for the various types of processed fruits and vegetables for 1952 and

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C.M.&S.A. Musicale

Fred Waring and his Pennsylvanians have been booked by the Canning Machinery & Supplies Association for the traditional Sunday evening Musicale during the 1954 Convention in Atlantic City.

Fred Waring will bring his glee club, orchestra, and soloists to the Warner Theater on the Boardwalk at 8:30 p.m. January 24.

Every canner attending the Canners Convention is invited by C.M.&S.A. to attend the Musicale and to bring their families. Tickets will be distributed on a first-come-first-served basis by C.M.&S.A. exhibitors at their booths in Convention Hall, during exhibit hours.

Dr. Stare, a noted figure in the fields of nutrition research and nutritional education, is a son of Fred A. Stare, well-known Wisconsin canner, now retired, two-term President of the N.C.A., who led in state and national association affairs for more than 40 years. As a youth, Dr. Stare worked during school vacations in his father's cannery at Columbus, Wis., where he was born.

In addition to his research and teaching activities, Dr. Stare is editor-in-chief of *Nutrition Reviews*, a publication of The Nutrition Foundation, Inc. His advice has been sought frequently on matters connected with the continuing N.C.A.-C.M.I. nutrition research program.

Dr. Stare was awarded B.S., M.S., and Ph.D. degrees in biochemistry by University of Wisconsin and his M.D. at Chicago. In his earlier career he was an assistant in biochemistry at Wisconsin, National Research Council Fellow at Washington University in St. Louis, at Cambridge, England, Szeged, Hungary, and Zurich, Switzerland.

In 1942 Dr. Stare went to Harvard to organize the Department of Nutrition, the first such department located in any great medical and health center. He has been Chairman of the Department of Nutrition at Harvard since 1942 and was appointed Professor of Nutrition in 1946.

1953 Pack of Sweet Corn

The 1953 pack of sweet corn amounted to 36,244,595 actual cases, 5 percent below the record 1952 pack of 38,212,332 cases, according to a report by the N.C.A. Division of Statistics.

The report was completed late yesterday and copies are being mailed to corn canners this week end.

STATISTICS

Utilization of Citrus Fruits for Processing

During the 1952-53 season, just ended, a total of 3,352,000 tons of citrus fruits were used by processors—12,000 tons more than a year ago.

Fresh sales of citrus fruits accounted for 3,858,000 tons, 38,000 tons more than a year ago.

The volume of citrus fruits processed in 1952-53 represents 46.5 percent of the total moving from groves, compared with 46.6 percent the previous season. A comparison of the tonnage used for processing and fresh sales during the past two years is shown in Table I, at right.

Utilization of Florida Citrus

During the 1952-53 season, 43.5 percent of the total volume of citrus fruits processed in Florida was used by canners, and the remaining 56.5 percent went to freezers. Of the total volume of citrus fruits used by Florida processors, over 91 percent of the grapefruit, 53 percent of the tangerines, and 27.5 percent of the oranges were utilized in canned hot-pack products.

It should be noted that these proportions relate only to that portion of the citrus fruit crops that were processed. It does not include the quantity that was utilized in fresh form. Table II shows the proportion of the total processed Florida citrus crop that was frozen and canned in 1952-53 compared with the 1947-49 average.

Table II: Utilization of Florida Citrus Fruits for Processing *

	1947-49 ave.		1952-53	
	Canned	Frozen	Canned	Frozen
	(percent of total processing)			
Grapefruit...	95.8	4.2	91.3	8.7
Oranges.....	69.2	30.8	27.5	72.5
Tangerines...	100.0	53.6	46.4
Total.....	78.9	21.1	43.5	56.5

* Based on actual number of field boxes used. Source: Florida Canners Association.

Compared with the average volume of citrus fruits used in the production of hot-pack products during 1947-49, less citrus was utilized last season for all hot-pack products except grapefruit juice. The 8.3 million boxes of grapefruit used in the production of canned hot-pack grapefruit juice in 1952-53 was 15 percent more than the average used in the 1947-49 period. The number of boxes used in the pro-

Table I: Utilization of U. S. Citrus Fruits

	Total Sales		Fresh		Processed		Percent of total sales in 1952-53
	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	
	(thousands of tons)						
Oranges including tangerines.....	5,184	5,243	2,618	2,717	2,566	2,526	48.2
Grapefruit.....	1,461	1,485	864	816	597	669	45.1
Lemons.....	505	469	331	316	174	153	32.6
Limes.....	10	13	7	9	3	4	30.8
Total citrus.....	7,160	7,210	3,820	3,858	3,340	3,352	46.5

duction of frozen grapefruit concentrate in 1952-53 was one and a third times more than the average for the 1947-49 period, and the volume of grapefruit used for the frozen blended juice was down 29 percent.

The volume of oranges used in the production of frozen orange juice concentrate in 1952-53 was more than 2½

times the average during 1947-49. The 230 thousand boxes of oranges used for the frozen blended concentrate last season was 18 percent above the 1947-49 average.

In Table III is a comparison of the number of boxes of each fruit used for canning and freezing the various canned commodities:

Table III: Utilization of Florida Citrus Fruits for Processing

	1947-49 ave.	1952-53	Percent change
	(boxes)		
Grapefruit:			
Sections.....	2,562,033	2,553,104	- 0.3
Salad.....	395,987	289,489	- 26.9
Hot-pack juice.....	7,238,236	8,338,569	+ 15.2
Hot-pack blend*.....	4,259,575	2,371,543	- 44.3
Hot-pack concentrate.....	1,006,137	32,807	- 95.2
Frozen concentrate.....	490,100	1,159,173	+136.5
Frozen blend*.....	188,088	133,785	- 28.9
Total grapefruit.....	16,230,156	14,898,470	- 8.2
Oranges:			
Sections.....	59,375	19,478	- 67.2
Salad.....	253,577	219,456	- 13.5
Hot-pack juice.....	14,729,981	10,253,299	- 30.4
Hot-pack blend*.....	3,538,323	1,591,305	- 55.0
Hot-pack concentrate.....	2,537,658	399,363	- 84.3
Frozen concentrate.....	9,183,566	32,645,840	+255.5
Frozen blend*.....	194,815	230,103	+ 18.1
Total oranges.....	30,497,295	45,358,844	+ 48.7
Tangerines:			
Hot-pack juice.....	917,201	567,258	- 38.2
Hot-pack blend*.....	103,609	336	- 96.8
Frozen juice.....	491,885
Total tangerines.....	1,020,810	1,059,479	+ 3.8
Grand total.....	47,748,261	61,316,793	+ 28.4

* Figures on this line represent the quantity (boxes) of this fruit used for the blended juice. Source: Florida Canners Association.

Stocks of Canned Peas

The first report on canners' stocks and shipments of canned peas during the 1953-54 season has been issued by the N.C.A. Division of Statistics.

	1952-53	1953-54	Percent change from 1952-53
	(actual cases)		
Carryover, June 1	4,740,059	3,419,633	-28
Pack.....	29,446,277	31,365,949	+ 7
Total supply.....	34,186,336	34,785,582	+ 2
Stocks, Oct. 1.....	21,158,883	23,865,598	+13
Shipments, June 1 to Oct. 1.....	13,027,453	10,919,984	-16

Expenditures for Food

Consumer expenditures for food in 1954 probably will be near the 1953 level, according to a report by the Bureau of Agricultural Economics on *The Marketing and Transportation Situation*.

Likewise, BAE said, 1954 food supplies may be as large as the near-record quantities available in the current year, and retail prices of food probably will average about the same as in 1953.

During the postwar years, the proportion of disposable income spent

for food has varied from 26 to 28 percent. In 1951 and 1952 and in the first half of 1953, the proportion spent for food was 27 percent.

Following are per capita food costs and expenditures related to disposable personal income during the past five years:

	Disposable personal income (dollars)	Expendi- ture for consumer goods and services (dollars)	Food Expenditure Actual (dollars)	Percent- age of dispo- sable income (percent)
1948.....	1,285	1,213	352	27
1949.....	1,255	1,211	342	27
1950.....	1,357	1,283	330	26
1951.....	1,458	1,348	393	27
1952.....	1,497	1,389	406	27
1953:				
1st Qtr.*	1,545	1,434	410	27
2nd Qtr.*	1,554	1,445	412	27

* Annual rates seasonally adjusted.

1954 Outlook (Concluded from page 311)

1953, with percentage comparisons, is shown in the following table:

Commodity	Production— 1953		1953 as a Percent- age of '52
	1952	Prelim. (millions of pounds)	
Vegetables:			
Canned.....	7,317	6,915	95
Frozen.....	896	975	109
Fruits & Juices:			
Canned.....	2,779	2,900	104
Canned juices.....	1,931	1,800	93
Frozen.....	1,008	1,100	109
Dried.....	950	882	93
Baby food.....	502	600	117
Total.....	15,443	15,232	98.6

In its report on *The National Food Situation*, BAE also stated:

Fruits

About as much canned fruit will be available for consumption in 1953-54 as a year earlier. Smaller carryover stocks will be about offset by an increase in this year's pack. Per capita consumption of canned fruits probably will continue at the 1952 rate of approximately 20 pounds. In general, retail prices probably will not differ greatly from those of 1952-53. Output of canned juice from the new citrus crop may be a little larger than that from last year's crop. Some increase in receipts of canned pineapple juice from Hawaii seems probable in 1953-54. However, total supplies of canned fruit juices may be about the same in 1954 as in 1953.

Vegetables

Total supplies of canned vegetables until about mid-1954 probably will be about the same as a year earlier. The 1953 pack of canned vegetables is not expected to reach the volume of 1952, but this decline will be offset in large part by the larger carryover stocks this year than last and by the

likelihood of some decline in military procurement. The general level of retail prices of canned vegetables during the remainder of the current marketing year is expected to average about the same as a year earlier. This would tend to encourage a relatively large pack again next summer.

Fishery Products

Because of reduced production and frozen fish imports thus far in 1953 compared with the high level of a year earlier, supplies of both the fresh and the processed fishery products for marketing during the remainder of this year probably will be somewhat smaller than in the same part of 1952. Despite the smaller supplies, retail prices of fish and shell fish as a group may not average quite as high as in the last quarter of 1952 partly because of the lower prices for beef.

Civilian per capita consumption of fresh and processed fish and shell fish next year is expected to total close to this year's rate. With supplies of livestock products likely to be plentiful, retail prices of fishery products in 1954 may average a little lower than for this year. However, prices for some items, especially among the canned commodities, will average somewhat higher.

Civilian Per Capita Food Consumption

The following table shows the apparent civilian per capita consumption of processed fruits and vegetables for 1952 and 1953, with percentage comparisons:

Commodity	Per Capita Consumption— 1953		1953 as a Percent- age of '52
	1952	Prelim. (pounds)	
Vegetables:			
Canned.....	41.3	41.3	100
Frozen.....	5.1	5.4	106
Fruits & Juices:			
Canned juices.....	13.9	12.1	87
Canned.....	20.3	20.0	99
Frozen.....	6.5	6.7	103
Dried.....	4.4	4.4	100

Retail Food Prices

For the year 1954, as a whole, retail food prices are expected to average close to this year's level. Food supplies anticipated for next year will be about as large as in 1953. With no marked change in prospect for consumer income, the demand for food is likely to continue strong. The relative stickiness in food processing and marketing costs will also tend to maintain retail food prices.

Military and export takings of food from domestic supplies next year probably will be smaller than in 1953. However, the anticipated reduction will have no serious impact on the general level of retail food prices in 1954. The quantity of food purchased by military agencies for troop use is not expected to reach this year's total, unless the international situation deteriorates. Food exports, on the other

hand, may decline further because of the probable weakening of the foreign demand for wheat, the largest component of total food exports in recent years.

PERSONNEL

Texas Cannery Association

The Texas Cannery Association re-elected the following officers recently at the association's annual meeting:

President—Larry W. Fritz, St. Clair Foods Co., Ltd., McAllen; vice president—Harold Akin, Akin Products Co., Mission; treasurer—Chas. M. Sherrill, Knapp-Sherrill Co., Donna; and executive secretary—J. Overby Smith, Weslaco.

Dr. Jones Heads I.F.T. Group

Dr. G. Ivor Jones of the Northwest Branch of N.C.A. was installed as Chairman of the Puget Sound Section of the Institute of Food Technologists at a meeting of that group October 21.

Dr. Jones served the organization during the past year as vice chairman and head of the program committee.

Membership of the Puget Sound Section of the I.F.T. comprises technologists working in the fields of food canning, grain milling, fisheries investigations, and several other types of food processing and preservation.

Time-saving and Money Cost

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relative emphasis they put on saving time and saving money.

As an example, they cited a homemaker who helped carry out the experiment by preparing the sample menus for her family of four. She had full care of two small children and did all of her own laundry and cleaning. Her view was that she could not regularly spend as much time as the fully home-prepared meals called for without neglecting other activities more important to her family, even though the money saved would be an advantage.

A homemaker with paid employment might reach the same conclusion, USDA said. On the other hand, a homemaker with more time at her disposal might prefer to do more home food preparation, to cut food cost.

PUBLICITY

N.C.A. Home Economist on TV

On October 15, Martha Gazella, N.C.A. Test Kitchen Home Economist, was a guest on the Kitchen Cupboard show over NBC's television station WNBW, Washington, D. C. The 30-minute appearance featured food preparation for a minute-saver meal, and was planned in accordance with the suggestions of Miss Phyllis Weaver, who presents the daily show.

Miss Gazella prepared canned beef stew in almond rice ring, stuffed peach salads, and pumpkin pie with mocha whipped cream. In addition, she showed an attractive tray of tomato juice and suggested it as the first course of the menu. The recipes appear in the Home Economics Division's new homemaker recipe booklet, *So Easy Recipes and So Good, Too*.

Miss Weaver offered the book to the TV audience and there has been a good response.

MARKETING

Citrus Export Program

An export payment program to encourage exports of fresh and processed oranges and grapefruit, effective October 31, has been announced by the Production and Marketing Administration, USDA.

The program is similar to those in effect during the last five years. Its purpose is to help market the large citrus crops.

Announcements containing full details of the program, including payment rates on the processed products, are being mailed to exporters and to members of the citrus industry. PMA cautions that these announcements contain terms differing from those in previous announcements and transactions should not be concluded until copies of the new terms are received.

Exports under the 1952-53 program included about 337,000 cases (24/2's) of single-strength orange juice, nearly 400,000 gallons of concentrated hot-pack orange juice, about 48,000 gallons of frozen concentrated orange juice; and about 271,000 cases (24/2's) of single-strength grapefruit juice, 62,000 cases of single-strength canned blended orange and grapefruit juice, and 47,000 gallons of concentrated hot-pack grapefruit juice.

Potato Marketing Program

Representatives of the potato industry have urged the U. S. Department of Agriculture to cooperate in a vigorous industry-wide drive to stimulate greater consumption of potatoes as a plentiful food. December 3-12 was selected as the period for increased promotion.

The recommendation was made following a meeting of potato industry men with the Secretary of Agriculture and other USDA officials. Special attention was given by the group to marketing the current crop, estimated at 291 million bushels, 11 million bushels more than in 1952.

It was the consensus of the group that lower grade potatoes should be withheld from the retail food markets and diverted to other uses by the industry.

The principle of marketing orders was endorsed by the group as one important approach to furnishing consumers with a constant supply of good quality potatoes, and the extension of such orders to additional areas was urged.

The group also recommended an intensified research program for improvement of handling methods and the development of new uses for potatoes.

Among the 23 representatives of the potato industry at the meeting was John L. Baxter of H. C. Baxter & Bro., Brunswick, Me., representing canners, freezers, and dehydrators.

DEATH

John S. Gibbs, Jr.

John S. Gibbs, Jr., 77, who headed Gibbs & Company, Inc., of Baltimore for many years, died at his home October 29.

He was born in St. Louis, the son of Major and Mrs. John Sears Gibbs. Major Gibbs moved to Baltimore in 1883 and founded the canning business with which the family has been associated since.

John S. Gibbs, Jr., became president of the company in 1916 and served in that capacity until 1947, when he was succeeded by his son, W. T. Dixon Gibbs, and took office as president of the board.

PROCUREMENT

Canned Beef for USDA

The Production and Marketing Administration, USDA, has announced purchase of 17,796,946 pounds of canned beef at an average price of 38.91 cents per pound, f.o.b. plant, during the week of October 19. The purchases were made with Section 32 funds. This raises total USDA purchases of canned beef to 118,829,231 pounds.

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